

DESIGN THINKING REDUX

*Leveraging Creativity for
Innovative Solutions*



THE DESIGN EXERCISE

SO
HOW WOULD YOU DESIGN
A PRODUCT THAT LETS USERS
MAKE PASTA?

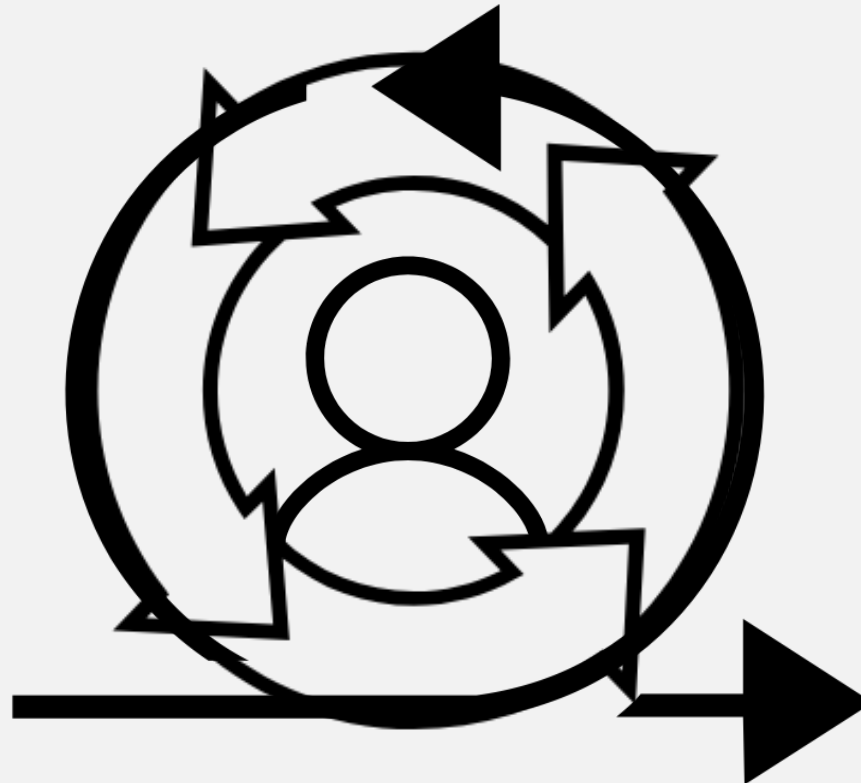
LET'S SEE

SO FIRST I'LL NEED
TO PICK A FONT

HELVETICA
NO. TIMES NEW ROMAN

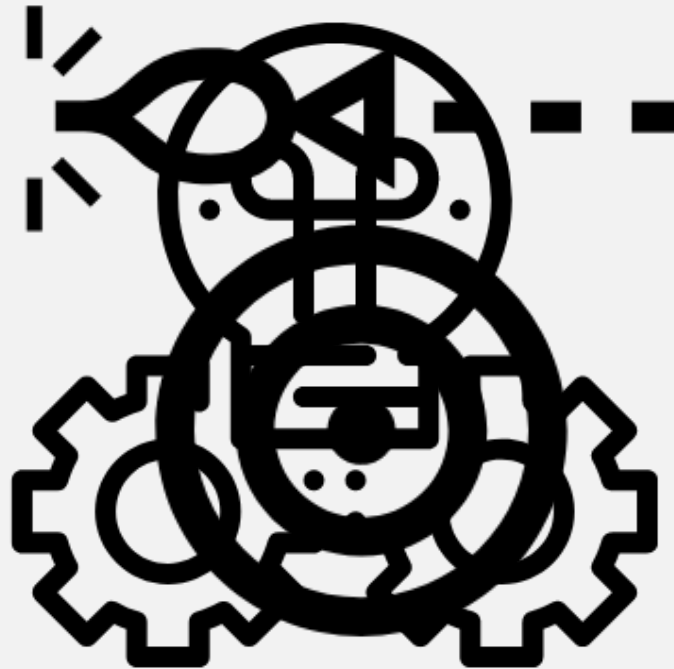
DESIGN THINKING IS

HUMAN~~INTER~~CENT~~RE~~D



DESIGN THINKING IS ABOUT

~~PRESENTING SOLUTIONS~~



THE PROCESS



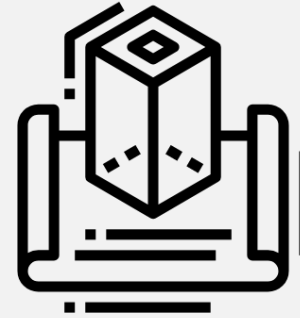
EMPATHIZE



DEFINE



IDEATE



PROTOTYPE



TEST

EMPATHY



Give them room & pay attention to context!





Engage with
extremes

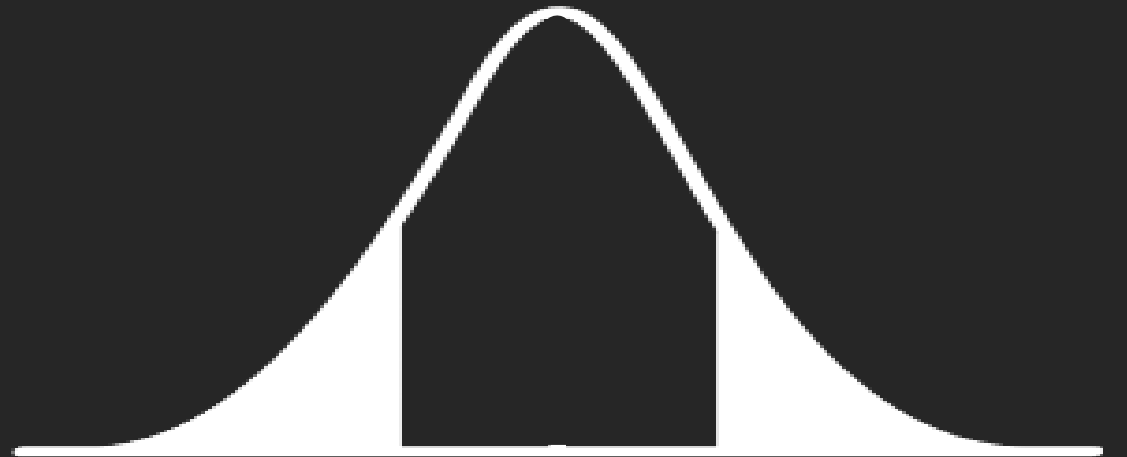




Image by [StartupStockPhotos](#) from [Pixabay](#)



Image by rawpixel from Pixabay

DEFINE

Review & Refine

Craft Insights

Frame the Problem














HOW MIGHT WE . . . ?

FRAMING MATTERS



**HOW MIGHT WE
DESIGN A BETTER
WAY TO WAKE UP?
ALARM CLOCK?**



PARKING SCHEDULE			
	M-F	SAT	SUN
7am			
8am			
8 ³⁰ am			
4pm			
7pm			
			

How might we quickly convey when to park?

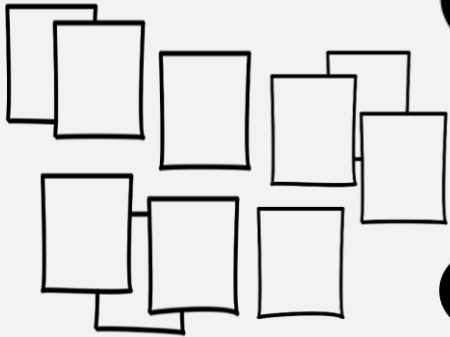
ToParkOrNotToPark.com

*A guerrilla parking sign redesign project
by Nikki Sylianteng*



Inclusivity matters!

IDEATE



Embrace the absurd

SUSPEND

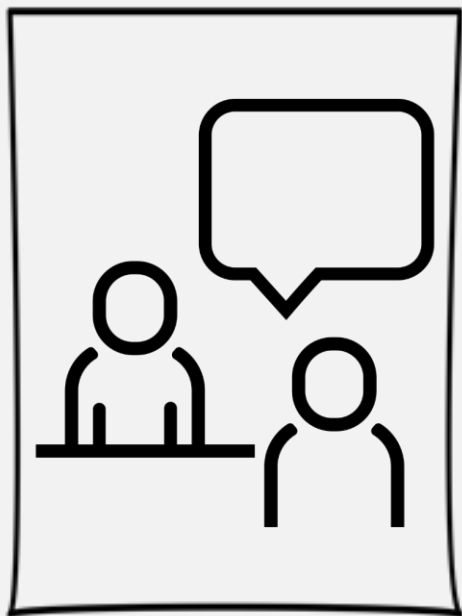
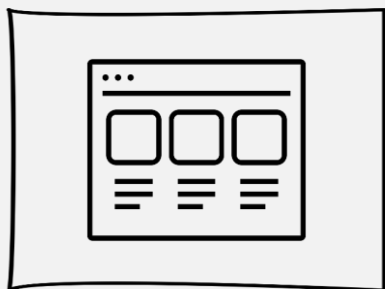
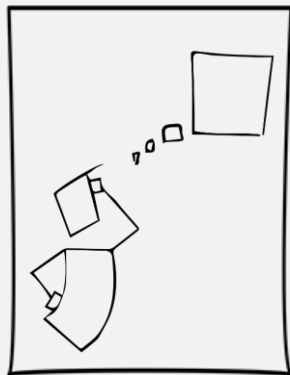
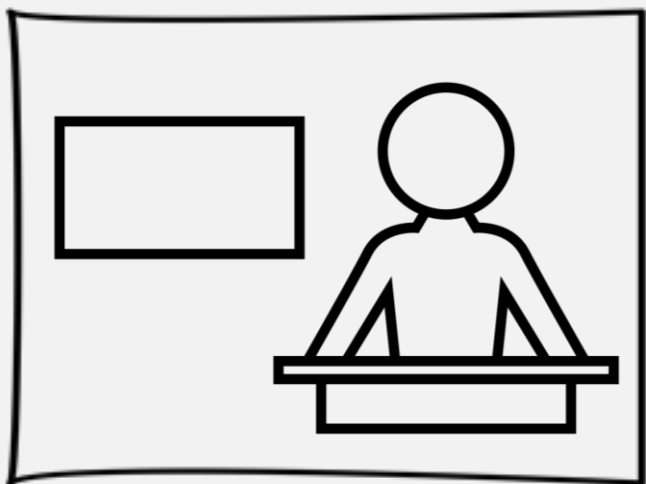
We already tried that

It won't work here

JUDGMENT

We don't have the resources

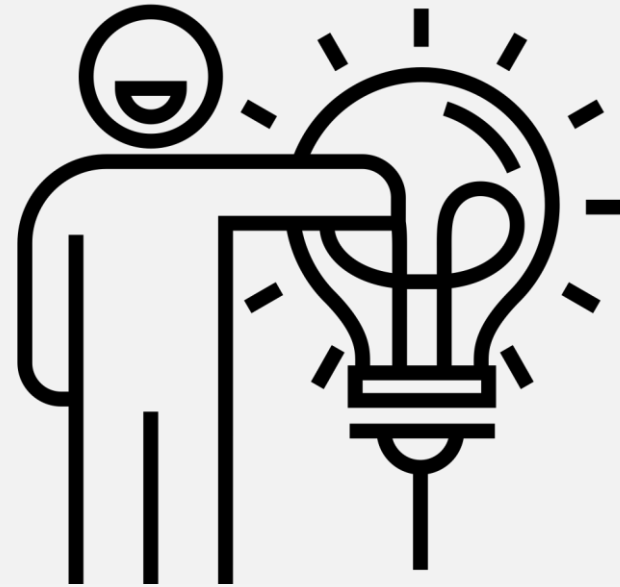
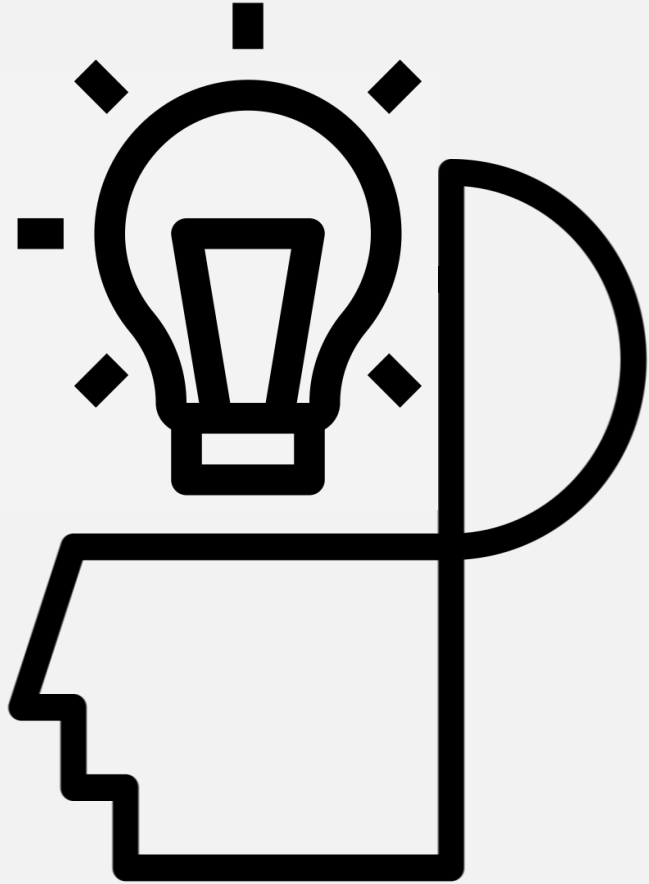




SKETCH YOUR IDEAS

Visuals share your ideas quickly & inspire others.

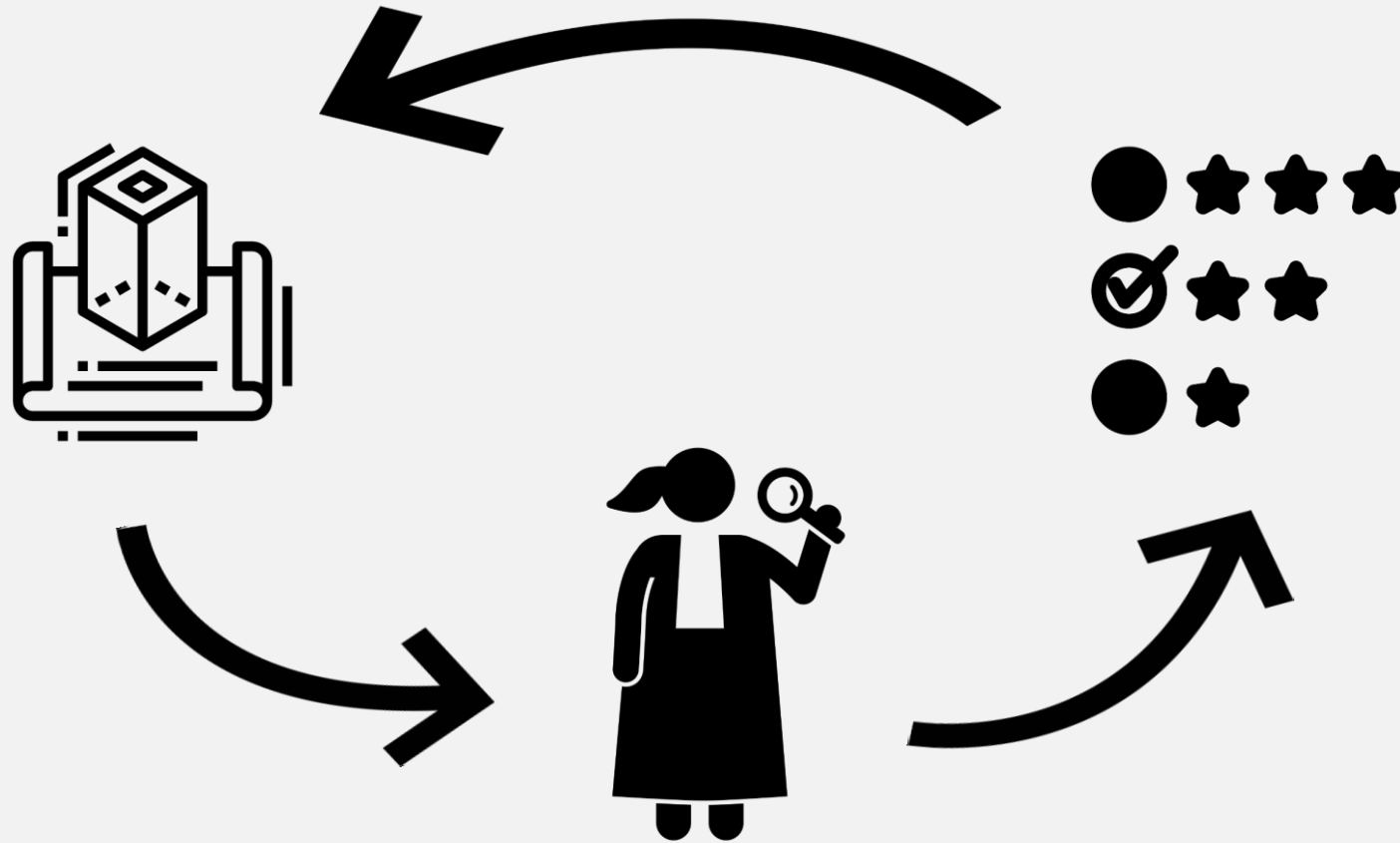
PROTOTYPE



**Make your ideas
tangible**

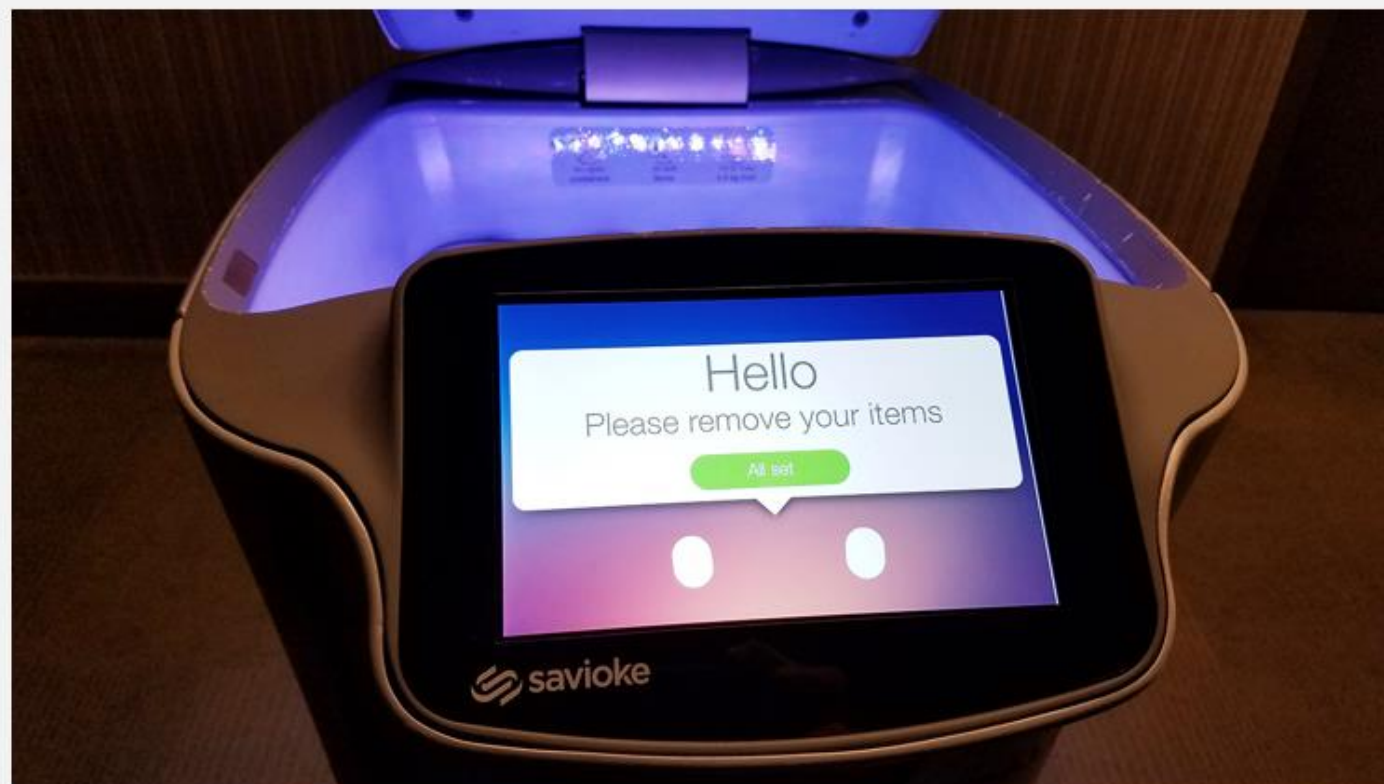


TEST



“Prototype as if you know you’re right, but test as if you know you’re wrong.”





THE PROCESS



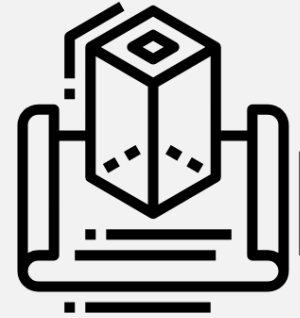
EMPATHIZE



DEFINE



IDEATE



PROTOTYPE



TEST

QUESTIONS?



DESIGN THINKING WORKSHOP

Let's get our hands dirty.

THE PROCESS



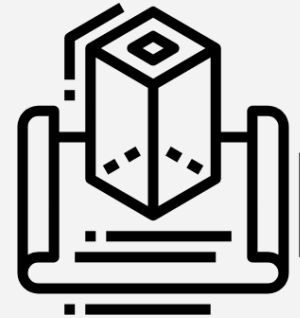
EMPATHIZE



DEFINE



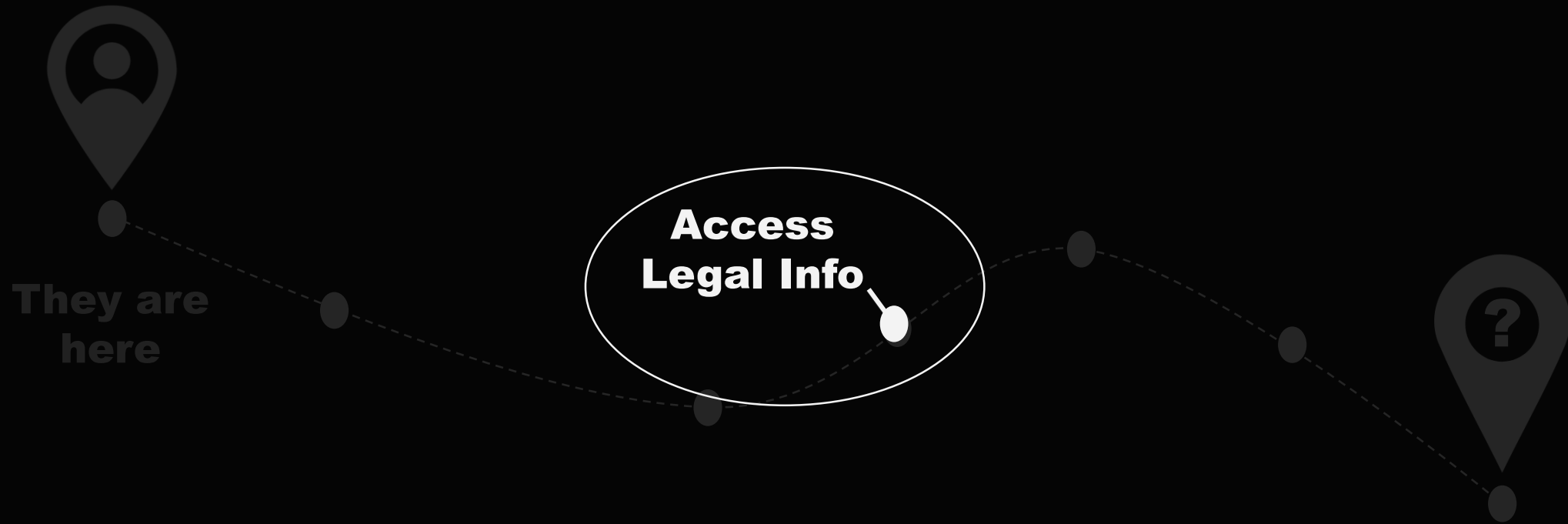
IDEATE



PROTOTYPE



TEST



JOURNEY MAPPING

Starting with 120 seconds of self-reflection

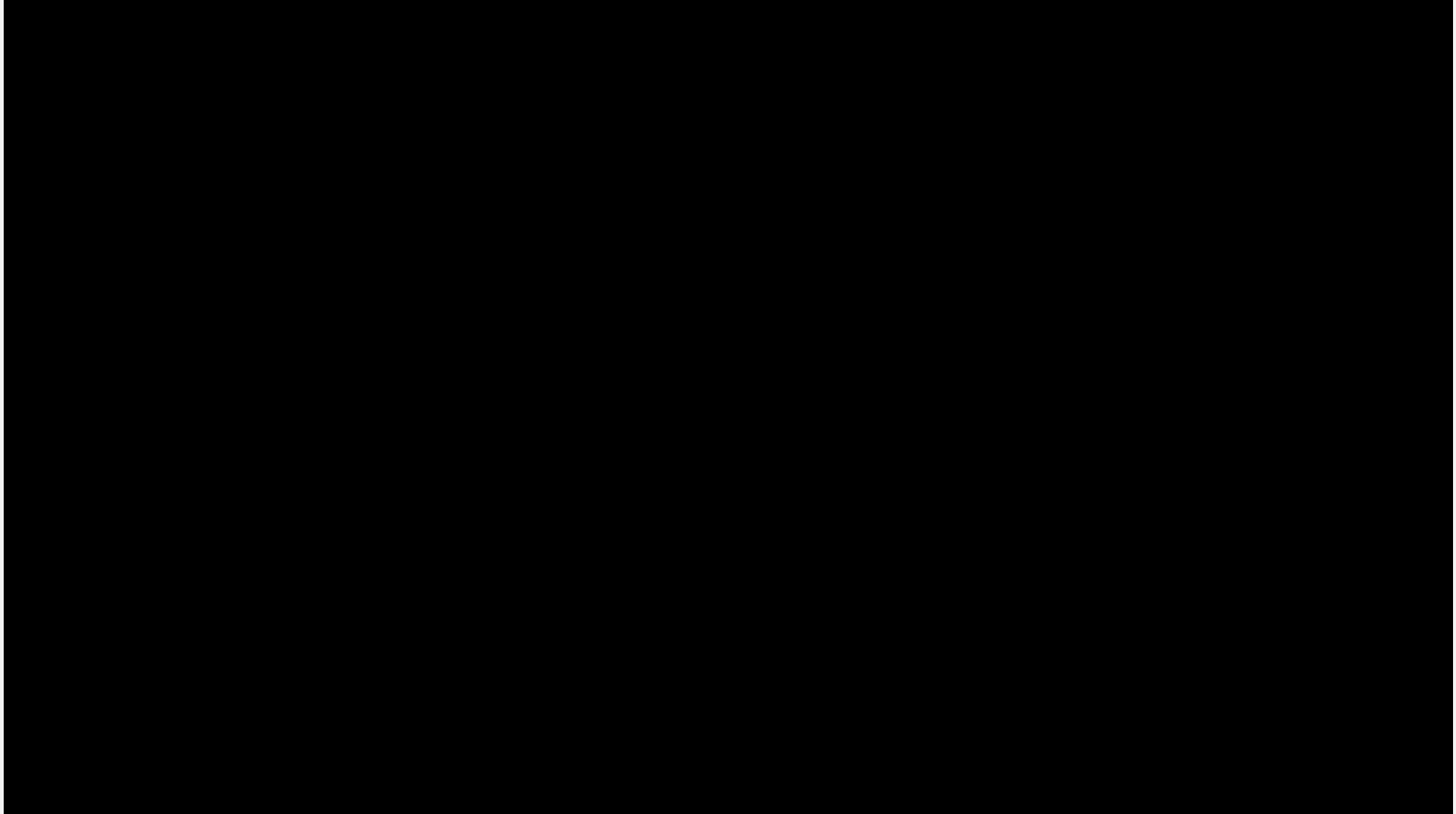


Time to Brainstorm

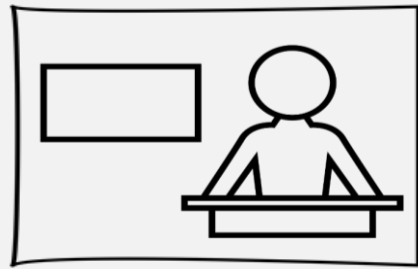
SUSPEND JUDGMENT!!!

Yes and. . .

BRAINSTORMING IN ACTION



HOW MIGHT WE INCREASE AWARENESS OF AVAILABLE OPEN ACCESS TOOLS?



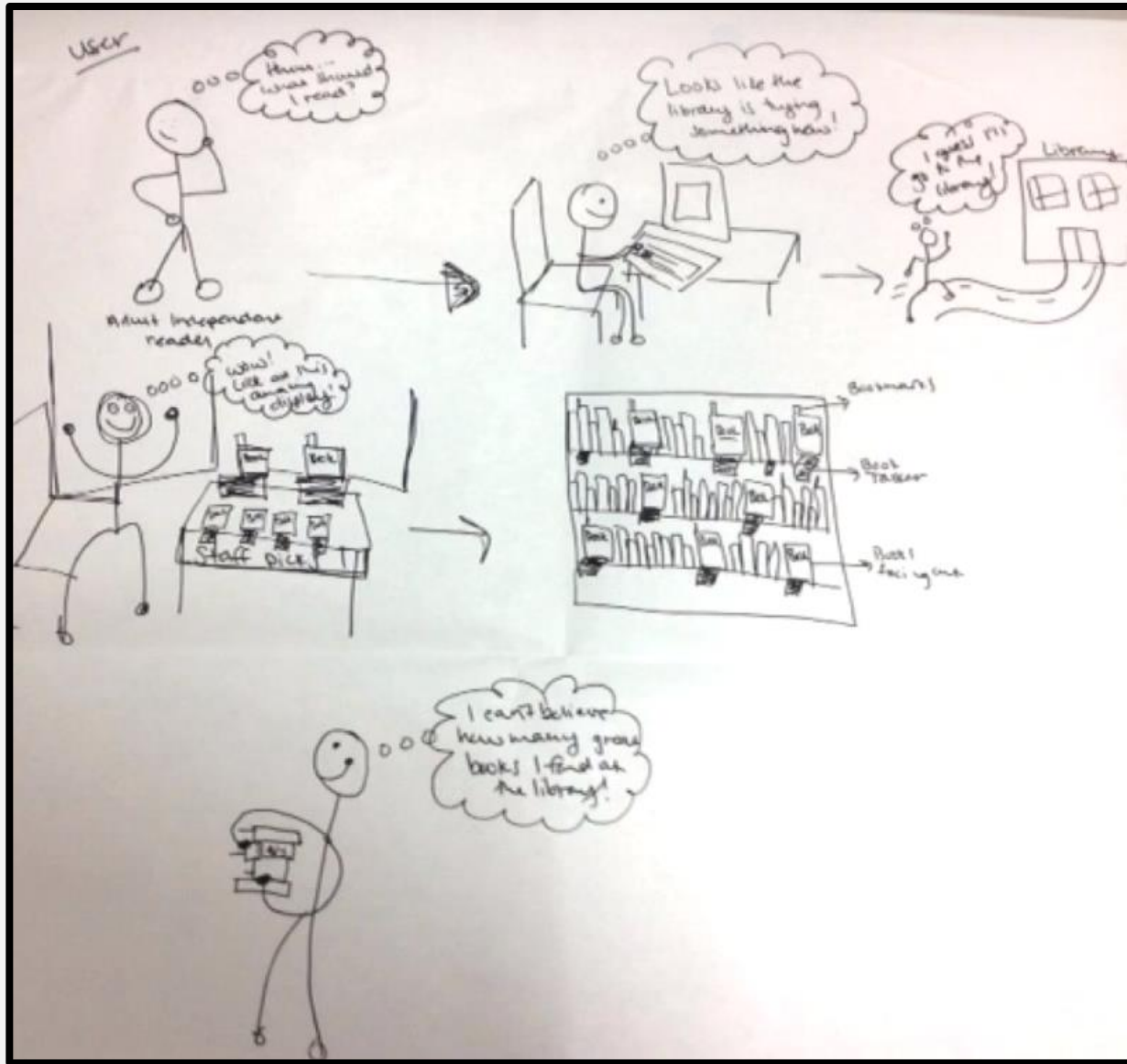
~~It won't
work~~

HOW MIGHT WE FIRE UP LAW LIBRARIANS TO BE A2J CHAMPIONS?

TIME TO VOTE

Put one dot on two ideas you like or two dots on one idea.

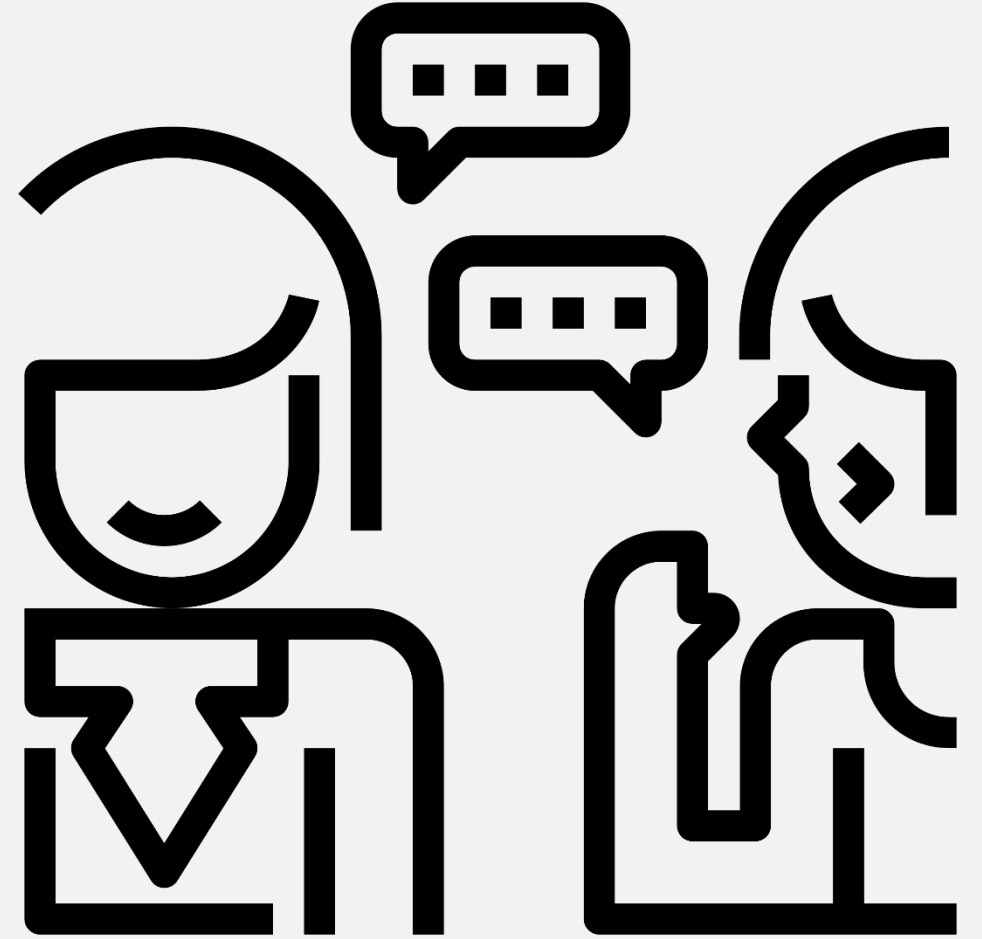
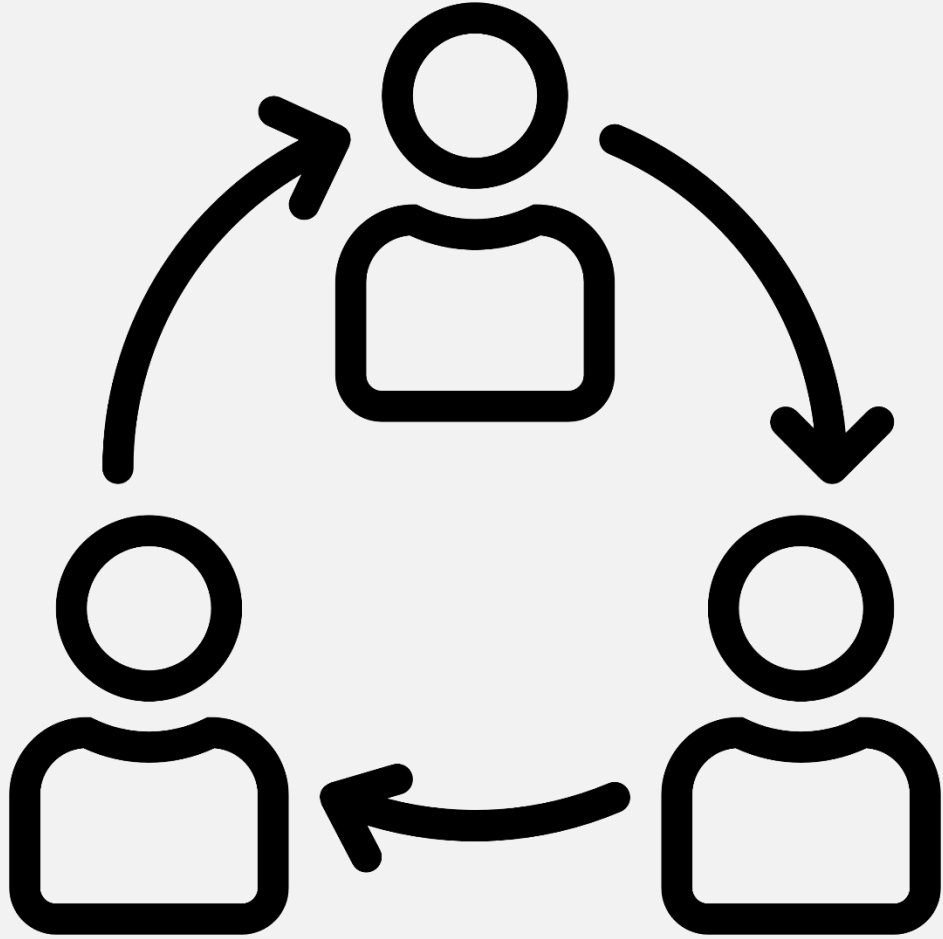


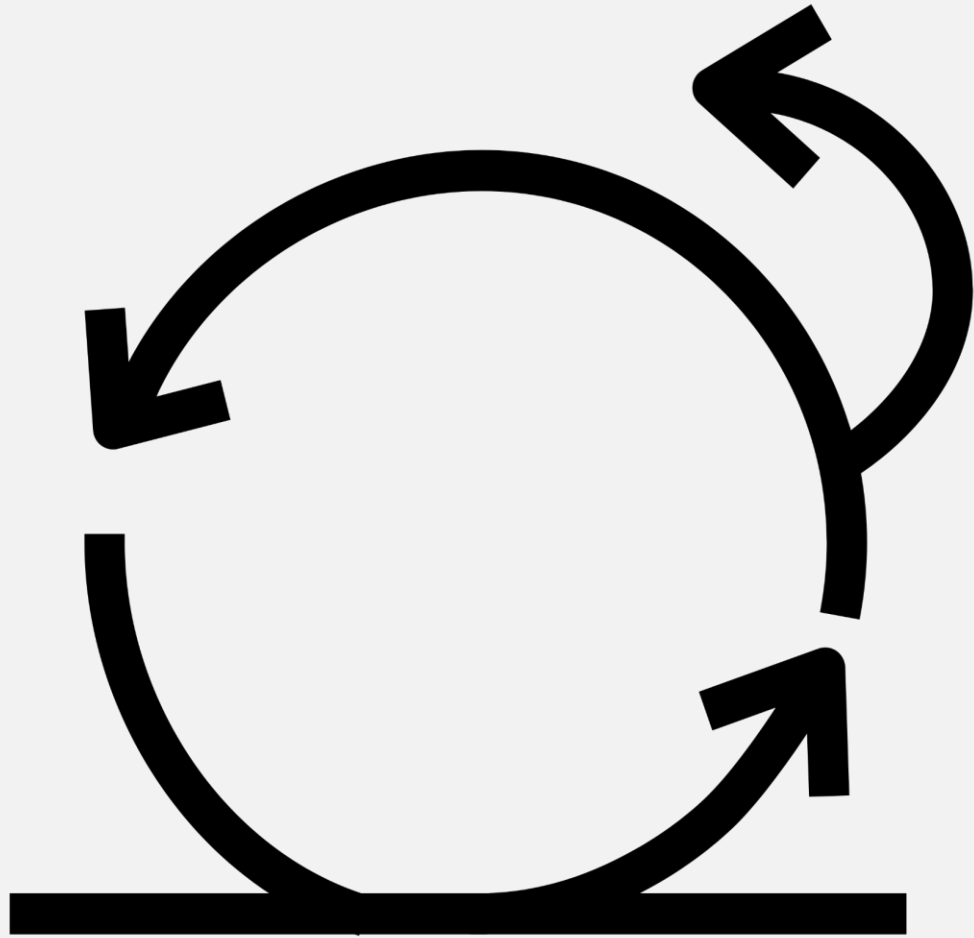


Storyboard Prototype

Yes you can!

Stick figures are perfect.





ITERATE!

Refactor & reform



THANK YOU!

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